

# Anita RAFANOMEZANTSOA

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Antsirabe, Madagascar

## SKILLS

- Business strategy
- Business development
- Project management
- Sales forcé management
- Operational Marketing
- Network animation
- Operations management
- Entrepreneurship
- Stock control
- Dash board

- Team work
- Organization
- Communication skills
- Leadership
- Adaptability
- Customer relationship
- Autonomy

## EDUCATION

2005 | Lille - France  
**Master 2 in B to B Marketing (Bac+5)**  
IAE

2004 | Antananarivo - Madagascar  
**post-graduate diploma in business administration (Bac+4)**  
INSCAE

## LANGUAGES

French : bilingual or native language  
English : Independant  
Spanish : intermediate

## OTHERS

- MS Office, SAGE, Microsoft Dynamics Navision Client
- Driving lincense
- Certificate of Aptitude for the Function of Animator

## BUSINESS DEVELOPMENT MANAGER

**PROFESSIONAL SUMMARY** : More than 20 years of experience as an executive in Marketing and Sales, distribution, entrepreneurship.  
I am interested in positions in the fields: business development, marketing, distribution, operations management, project management,... I am ready to take up challenges and remain at your disposal for an interview.

## EXPERIENCE

### AGENCY MANAGER - AGRIVET | June 2022 to date

Antsirabe, Madagascar

- Sales management, accounting and finance, stock administration
- Development of the network in its geographical area, management of the team
- Development of turnover and improvement of market share , profitability in compliance with the general policy,
- Periodic reporting

### STORE MANAGER - COSMOS UMATEC | Nov 2020 to May 2022

Antsirabe, Madagascar

- Sale of household equipment and multimedia.
- Sales promotion,
- financial management, stock management and supply,
- definition of the sales policy,
- Team management.

### B TO B SALES MANAGER - SODIM | Jan 2020 to Sept 2020

Antananarivo, Madagascar

- sale of office furniture and supplies, IT and reprography equipment,...
- goals definition, sales force management
- monitoring of business portfolio

### FOUNDING MANAGER - TSARADIA FANOMEZANTSOA | 2013 to date

Antananarivo, Madagascar

- creation and management of the tour operator, creation and organization of tourist circuits, prospecting for partner agencies.

### SALES MANAGER - PARAMAD | 2011 to 2014

Antananarivo, Madagascar

- Sale of dermo-cosmetic products in pharmacies,
- Development of turnover, management of the sales force, monitoring of the distribution network, management of brand launches, implementation of actions and monitoring of the marketing budget.

### SALES PROMOTION MANAGER - VITOGAZ MADAGASCAR | 2008 to 2011

Antananarivo, Madagascar

- Follow up the dashboard, animation des (300) points de ventes (épiceries, GMS, stations services...), lancement de nouveaux. projets commerciaux.

### BUSINESS COACH - BNI MADAGASCAR | 2005 to 2008

Antananarivo, Madagascar

- Monitoring of the commercial network in Antananarivo,
- commercial coaching and training in banking products,
- management of the telephone platform.

### MEDIA CONSULTANT - ADRENALINE | 2002 to 2004

Antananarivo, Madagascar

- Management of communication budgets (TV, radio, written press, display, printing, goodies, etc.)